TELEVISION Forecast

JANUARY 24, 1949

RED GODFREY of WGN-TV

WBKB WENR-TV WGN-TV WNBQ

"CHICAGOLAND'S FAMILY TELEVISION THEATRE"

Monday, 7:30 P.M.
"Spell with Isbell"
with Harold Isbell as Emcee

Wednesday, 7:00 P.M.
"Arthur Godfrey and His Friends"
from CBS-TV

Friday, 8:00 P.M.
"Admiral Broadway Review"
from DuMont Network

WGN•TV CHANNEL 9

EDITOR'S REPORT:

Will Your Set Be Obsolete?

This is National Jitters Week.

Most everyone in television has a bad case. They've had them before in the early days when they faced opening night problems, lack of talent, an acute shortage of advertisers. Now it's something else: UHF channels.

UHF is not as mysterious as it looks. It means *ultra high frequency*, space which may be allocated by the Federal Communications Commission for new television stations. At the present time, Chicago channels operate in VHF, or *very high frequency* channels. Because of the amazing growth of TV in 1948, the VHF region is exhausted and no more stations can be given permits to operate unless the F.C.C. decides to open up UHF.

Your present television receiver may become obsolete, if such is the case.

However, video experts and commissioners of the F.C.C. are seeking to prevent this. We've told in earlier issues about the current freeze ordered by the F.C.C. which has stopped action on any applications for the construction of video stations throughout the nation.

Last week, while in Washington, D.C., we attempted to learn what decision will be made, to inform our readers in Illinois, Indiana, Wisconsin and Michigan. No one wants to see their TV set become obsolete. We did learn a number of things:

(1) An entirely new type of telereceiver would be necessary to receive UHF channel programs.

(2) Manufacturers of sets want the current freeze called off.

(3) A plan to initiate UHF in rural and small town areas, and the continuance of VHF in big cities, or a combination of the two, has been submitted to the commission.

Whatever is decided, it is necessary the freeze end soon, most television experts feel if any progress is to be made in 1949. If a combination of UHF and VHF is put into use, the situation may ease.

This gloomy state of affairs thus far has not seriously hampered the sale of TV sets in Chicago and surrounding suburbs. Further, video is now flexing its muscle and dealing hard-felt blows to radio. In New York and Hollywood, the rush is on—actors, producers, agencies—all wishing to climb aboard the Television Bandwagon.

As 1949 ends its first month, radio is entering a knock-down-drag-out feud with video. Elsewhere in this issue you'll read stories of big-name personalities that now appear on network shows.

Because video is big, the UHF and VHF problem will be solved. It should not be solved by the recommendation that present set owners buy a converter. Chicagoans can still recall the early days of radio, and the dissatisfaction gained from clumsy, ineffective converters. Nor should they have to stand the expense of purchasing any such device.

We hope to be able to report an answer next week. Answer or no answer, fact-finding representatives of *Television Forecast* will continue to seek information relative to current, pertinent questions.

TELEVISION Forecast

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Television Forecast for

Monday

January 24, 1949

AN ADDED SERVICE—Tune in on our radio program on WCFL, 4:40 p.m. Mondays and Fridays for the latest program changes for the entire week.

WBKB Channel 4

11:00—MULTISCOPE PROGRAM.
5:00—Test Pattern.
5:24—TICKER TAPE NEWS.
5:30—FUNNY BUSINESS with Manny Opper and Adele Scott.
6:00—KUKLA, FRAN and OLLIE.
6:30—SHORT SUBJECTS.
6:45—YOUR CURBSTONE CUT-UP with Ernie Simon.
7:00—AT OUR HOUSE with Jim and Edie Dexter.
7:20—FILM VARIETIES.
7:30—PIANO PALS with Georgia Kay and Gloria Yates.
7:45—SELECTED SUBJECTS.
8:00—TELENEWS with John Dunham.
8:10—FILM MUSICAL.
8:30—WRESTLING—Midway Arena with Russ Davis announcing.
10:30—HEADLINE NEWS.

WENR-TV Channel 7

6:00—NEWS AND VIEWS from N.Y.
6:15—EARL WRIGHTSON songs fr.N.Y.
6:30—FILM.
6:45—UNCLE MISTLETOE.
7:00—FILM.
7:30—WHAT DO YOU THINK? "Great Books" discussion.
8:00—SKIP FARRELL SHOW.
8:30—FEATURE FILM.

WNBQ Channel 5

4:00—FILM.
4:15—THESE ARE MY CHILDREN.
4:30—HOWDY DOODY SHOW with Bob Smith from N.Y.
6:45—THE WEATHER MAN.
6:50—NEWS.
7:00—CHEVROLET TELEVISION THEATRE. Drama.
7:30—WALT'S WORKSHOP.
7:50—FILM.
8:00—COLGATE THEATER.
8:30—AMERICANNA.
9:00—NBC NEWSREEL.

WGN-TV Channel 9

2:00—TELEVISION MATINEE.
4:00—Test Pattern and Dinner Music.
5:00—SMALL FRY CLUB. Big brother Bob Emery with a show for children. DuMont—N.Y.
5:30—LUCKY PUP. Hope & Morey Bunin with their puppets. CBS-TV-N.Y.
5:45—LITTLE BORDY.
6:15—FILM.
6:30—CHICAGOLAND NEWSREEL.
6:55—LATE NEWS HEADLINES.
7:00—THE GOLDBERGS.
7:30—SPELL WITH ISBELL.
7:55—CLOSE-UPS OF THE NEWS.
8:00—GENERAL MOTORS SHOW. CBS-TV-N.Y.
8:30—THE MOREY AMSTERDAM SHOW. Variety Show. CBS-TV-N.Y.
9:00—FEATURE FILM "The Divorce of Lady X." An Alexander Korda film.
10:30—CHICAGOLAND NEWSREEL.

(Subject to Change)

Arthur Godfrey Show Slated for WGN-TV

If you want to see the "barefoot boy of radio" who has now gone television, then tune in channel 9, WGN-TV Wednesday, Jan. 26 for some homey patter from Arthur Godfrey and His Friends. A new CBS program relayed directly from New York, Godfrey will present an hour of variety with vocalist Janette Davis, Bill Lawrence, the Mariners quartet, and Archie Bleyer's orchestra.

Back in 1929, Baltimore radio fans first heard Godfrey billed as "Red Godfrey, the Warbling Banjoist." That was on an amateur show. Since then, Big Red has been a disc jockey, dish washer, taxi driver, sailor, coal miner, lumberjack, cook, cemetery lot salesman, teacher, singer, and station manager, all the while gathering earthy and appealing stories that have given him a large national following.

A little skeptical about TV, Godfrey has made it known he is not deserting radio for a few thousand televiewers but might in less than a year find the situation reversed. (See page 3).

WENR-TV Uses New Balowstar Lens

Dr. Frank G. Back, the one man in TV who knows more about Zoomar lens, has developed and put into use the revolutionary Balowstar lens, 16 times faster than any yet used with the image orthicon camera employed to telecast video programs.

Chicago TV fans who last Thursday witnessed the Presidential Inauguration over WENR-TV (ABC) saw the Balowstar in action, operating on seven-eighths of a candlepower.

Described as a seven-inch 1.3 wide-angle telescopic lens, employing far fewer than the 28 separate lens now used in the Zoomar (also developed by Dr. Black), the Balowstar obviates the necessity of using infra-red lighting in televising dark areas. Thus another step has been made in the attempt to assure Chicago audiences of better pictures.

LANNY ROSS, star of the Swift Show on NBC video, and Susan Shaw, enjoy a rest between scenes. Lanny will be seen Thursday, Jan. 27 on WNBQ, channel 5.

"Star Time" Interprets Music in New Medium

Ever wonder if disc jockeys would invade television?

Ever hope someone would do something about it? This week when you view Star Time on WBKB, channel 4, you'll see and hear a new type of musical presentation designed for end-of-day enjoyment by John Dunham, staff member.

While dreamy, soothing music is played Dunham speaks to televiewers and on the screen symbolic interpretations by artist Jack Strausberg are shown.

Star Time will be seen Sunday, Jan. 30.

Use New System

Carrier synchronization, a new system developed for TV to eliminate co-channel interference, is now in use between New York NBC and Washington, D.C., and is expected to be put into operation this week in Chicago. Interference between stations operating on the same channel was one of the reasons for the current F.C.C. freeze on TV station applications.

Television Forecast for

Tuesday

January 25, 1949

WENR-TV Channel 7

6:00—NEWS AND VIEWS from N.Y.
6:15—THE WREN'S NEST. The problems of a typical American family. From N.Y.
6:30—FILM.
6:45—UNCLE MISTLETOE.
7:00—FEATURE FILM.
8:30—To be announced.
9:00—BOXING BOUTS.

WNBQ Channel 5

4:00—FILM.
4:15—THESE ARE MY CHILDREN.
4:30—HOWDY DOODY SHOW from N.Y.
6:45—THE WEATHER MAN.
6:50—NEWS.
7:00—STAR THEATER starring Milton Berle from N.Y.
8:00—THE QUIZ KIDS.
8:30—To be announced.
9:00—NBC NEWS ROOM.
9:15—NEWSREEL.
9:30—FILM "The Hour of Fear."

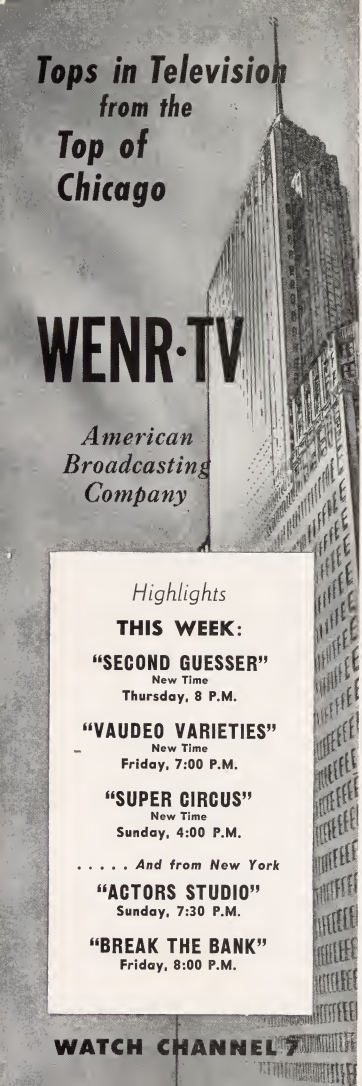
WGN-TV Channel 9

2:00—TELEVISION MATINEE.
4:00—Test Pattern and Dinner Music.
5:00—SMALL FRY CLUB. A new show for the children. DuMont-N.Y.
5:30—LUCKY PUP. CBS-TV-N.Y.
5:45—LITTLE BORDY.
6:15—FILM.
6:30—CHICAGOLAND NEWSREEL.
6:55—LATE NEWS HEADLINES.
7:00—CROSS QUESTION.
8:00—SCHOOL DAYS emceed by Peter Donald. DuMont-N.Y.
8:30—FILM.
9:00—CLUB TELEVISION.
10:00—CHICAGOLAND NEWSREEL.

WBKB Channel 4

11:00—MULTISCOPE PROGRAM.
5:00—Test Pattern.
5:24—TICKER TAPE NEWS.
5:30—FUNNY BUSINESS with Manny Opper and Adele Scott.
6:00—KUKLA, FRAN and OLLIE.
6:30—LITTLE OTTO with Dick Snyder.
6:45—YOUR CURBSTONE CUT-UP with Ernie Simon.
7:00—KUP'S SHOW-UP.
7:15—ROVING CAMERAS.
7:30—JOE WILSON'S "HOT STOVE LEAGUE."
7:45—VARIETY SHORTS.
8:00—TELENEWS with John Dunham.
8:15—MIDGET BOXING with Jim Ameche.
8:30—FEATURE FILM. "Silver Stalion" with David Sharpe and Janet Waldo.
9:30—HEADLINE NEWS.

(Subject to Change)


Tops in Television
from the
Top of
Chicago
WENR·TV
American
Broadcasting
Company
Highlights
THIS WEEK:
"SECOND GUESSER"
New Time
Thursday, 8 P.M.
"VAUDEO VARIETIES"
New Time
Friday, 7:00 P.M.
"SUPER CIRCUS"
New Time
Sunday, 4:00 P.M.
. . . . . And from New York
"ACTORS STUDIO"
Sunday, 7:30 P.M.
"BREAK THE BANK"
Friday, 8:00 P.M.
WATCH CHANNEL 7

Take a Trip Through Paris Salons via TV

By PATRICIA COOPER

Many, many weeks ago we predicted Chicago women would be able to select fashionable gowns of their choice via video, thereby revolutionizing the industry and changing the regular, daily habits of the fairer sex.

P.C.

The time has come: January 30, and each Sunday thereafter, we will take a trip through a leading fashion salon of Paris. NBC's new Chicago station, on channel 5, will present the "Paris Cavalcade of Fashions," and have signed the winsome Faye Emerson, wife of Elliott Roosevelt, as commentator.

Miss Emerson is presently being seen on Broadway as the co-star of New York's latest success, "The Play's the Thing." She is well known for her interest in dramatic fashions, and should be charming on television.

F.E.

We have seen this particular NBC feature in New York during a recent visit and find it extremely popular amongst eastern students of fashion and art schools, because the films go directly into exclusive salons. Produced by World Video's staff of noted cameramen, the films are of the highest quality, and reproduce well on the average screen.

More and more, the accent is on shows for women, and it is expected that as soon as the coaxial cable time mixups are settled, Chicago will be able to have longer daytime programming for homemakers.

New Bike Awaits Lucky Televiewer

Dial channel 4, Tuesday night at 8:15 o'clock for details of a new contest for both Midget Boxers and the tele-audience of children at home who watch these weekly matches sponsored by Reed Candy.

Three deluxe Monark bicycles will be awarded: one to the winner of the WBKB tournament now running; the second to the fly-weight boxer chosen the best sportsman; and bike No. 3 to the youngster writing the best letter telling why he or she likes Paloops, in 25 words or less. Either a girl's or boy's model bike will be awarded.

ON THE COVER

ARTHUR GODFREY and His Friends can be seen on WGN-TV Wednesday, Jan. 26, in a one hour variety show direct from New York via coaxial cable. This CBS feature is one of the first regularly scheduled channel 9 presentations.

Mary Imogene Shepherd's

BABY SKIN OIL

$1 to $15
plus federal tax

FOR GROWN-UPS

A simplified routine for soothing and smoothing your skin.

CHAS. A. STEVENS & CO.,
STATE STREET, CHICAGO

Television Forecast for

Wednesday

January 26, 1949

WNBQ Channel 5

4:00—FILM.
4:15—THESE ARE MY CHILDREN.
4:30—HOWDY DOODY SHOW with Bob Smith. From N.Y.
6:45—THE WEATHER MAN.
6:50—NEWS.
7:00—GIRL ABOUT TOWN with Kyle McDonnell and Earl Wrightsen. From N.Y.
7:20—HANDY ANDY, from N.Y.
7:30—TAKE A DARE.
8:00—KRAFT TELEVISION THEATER.
9:00—NBC NEWS ROOM.

WGN-TV Channel 9

2:00—TELEVISION MATINEE.
4:00—Test Pattern and Dinner Music.
5:00—SMALL FRY CLUB. Big brother Bob Emery with a show for children. DuMont-N.Y.
5:30—LUCKY PUP. Hope and Morey Bunin with their puppets. CBS-TV-N.Y.
5:45—LITTLE BOBBY.
6:15—PERSONALITY PROFILES with Dorsey Connors.
6:30—CHICAGOLAND NEWSREEL.
6:55—LATE NEWS HEADLINES.
7:00—ARTHUR GODFREY AND HIS FRIENDS. CBS-TV-N.Y.
8:00—SPARKLING TIME.
8:30—PLAN-A-ROOM with Paul MacAlister.
8:45—SPORTSMEN'S CORNER.
9:00—BOXING. Tournament of Champions. CBS-TV-N.Y.
10:00—CHICAGOLAND NEWSREEL.

WBKB Channel 4

11:00—MULTISCOPE PROGRAM.
5:00—Test Pattern.
5:24—TICKER TAPE NEWS.
5:30—FUNNY BUSINESS with Manny Opper and Adele Scott.
6:00—KUKLA, FRAN and OLLIE.
6:30—FILM VARIETIES.
6:45—YOUR CURBSTONE CUT-UP with Ernie Simon.
7:00—SUN-TIMES NEWS ROUND-UP with Ulmer Turner.
7:10—FILM SHORTS.
7:30—PIANO PALS with Georgia Kay and Gloria Yates.
7:45—SHORT SUBJECTS.
7:50—TELENEWS with John Dunham.
8:00—TELE-CHARADES with Ed Roberts. Test your skill against the college groups.
8:25—HOCKEY—Chicago Stadium—Blackhawks vs. Montreal Canada.
10:45—HEADLINE NEWS.

WENR-TV Channel 7

6:00—NEWS AND VIEWS from N.Y.
6:15—CHILD'S WORLD from N.Y.
6:30—FILM.
6:45—UNCLE MISTLETOE.
7:00—SET 'EM UP. Bowling show.
7:30—FEATURE FILM.
8:30—WRESTLING from Rainbo Arena.

(Subject to Change)

Another First! WGN-TV and WNBQ to Telecast Broadway Revue Friday

"Broadway Revue," heralded as TV's first full-scale Broadway musicale review, will be telecast starting Friday, Jan. 28 from 7 to 8 p.m. on WGN-TV and WNBQ, using the combined facilities of the DuMont and NBC video networks.

Sponsored by Admiral, the show will star Sidney Caesar, with Mary McCarty, Imogene Cocoa and the dance team of Gower and Champion. The lineup is the answer to the statement by Ross Siragusa, president of Admiral, who said "People buy television sets for one reason—to be entertained. We are going to bring to the living rooms the best Broadway has to offer."

There may be a debate as to what is Broadway's best, and whether Chicago can top it, but "Broadway Revue" will be the first continuing TV show organized as a permanent stock company with its own technical and production staff.

Originating in the New York International Theatre, the program will be produced and directed by Max Liebman, discoverer of Danny Kaye, Betty Garrett and Jerome Robbin. Mel Tolkin and Lucille Kallen will collaborate for special lyrics and sketches, and Charles Sanford will be musical director.

Frederick Fox, set designer for some well-known theatre productions, will be in charge of the show's scenery, and Broadway veterans Paul Dupont and James Starbuck will handle costumes and choreography.

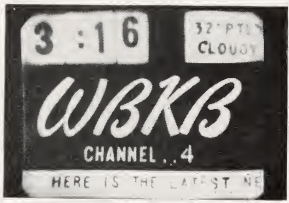
Each Friday night, a completely new show will be seen on channel 5 and 9, simultaneously. The production will be telecast over 24 stations in 16 cities, and teletranscribed for delayed presentation in 14 additional cities not yet served by coaxial cable, thereby reaching every city in the nation with video facilities.

Schedule Western Pics

Cowboy fans take note: here is the schedule for Tex Ritter westerns to be seen on WBKB Saturday nights at 8 o'clock. Jan. 29, "Man From Texas"; Feb. 5, "The Pioneers"; Feb. 12, "Rainbow Over the Range."

WBKB Expands News Services

To provide newsflashes for the busy televiewer, WBKB is offering a Mid-Week News Review and Week-End Deadline featuring Ulmer Turner, staff editor and member of the Sun-Times. The review can be seen and heard Wednesday, Jan. 26 at 7 p.m.; the week-end roundup at 7:50 p.m., Saturday, Jan. 29.



Multiscope on Screen

The first daytime news programming on channel 4 is at 1:05 p.m. when Ticker Tape News is Multiscoped for one hour, a service to be expanded to two hours in the near future.

Cue for Ulmer Turner

When you see the WBKB telecamera and Sun-Times news camera, it's a signal for more news bulletins from Ulmer Turner. Monday through Friday, Turner telecasts at 5:58 p.m.

Video Has Problems! —Needs Teamwork

By HARRY BIRCH
Following TV Cameraman

Problems in television? None at all. Television is a cinch. You just eat aspirin all day, drink all night, get numb and stay that way. When you can't feel a thing you know you're a television veteran.

But, to get serious for a moment and call forth an old cliche—there are problems in video; terrific problems; and the only answer to them is—teamwork. No single man is responsible for a good

Dramatic Photo of Harry Birch

production either in the studio or at a remote location. A good production is the combined work of a huge assembly line of talented people.

Camera Crews Top Problem

And camera crews are perhaps the biggest problem of all in television. New stations are discovering just how important camera work is. Our staff here, which, incidentally, I will stack up with any in the industry today, has been together since 1945. In fact, our two camera girls, Esther Rojewski and Rae Stewart, have been behind cameras since 1943. And to everyone's amazement they still haven't turned gray . . .

Back in the early days the big problem was to get enough light on a remote event such as wrestling. We had to get enough "foot candles" on the ring to get a picture and still not melt the wrestlers. We worked with cumbersome iconoscope cameras which were far less sensitive to light than modern image orthicons. But when we did get image orthicons we got models that weighed somewhere in the neighborhood of 7,000 pounds!—In dry weather, that is.

Reduce Light Needed

However, at least we could cool off a little when the show went on. Where the old-fashioned iconoscope cameras required between 900 and 1100 "foot candles" of light, the newer orthicons could deliver an acceptable picture on fewer than 50 "foot candles."

You simply can't walk in on five minute's notice, make a set-up and start shooting. Cameras must be warmed up for many minutes before a show. The camera must be moved constantly before, during and after a show so that an image will not be burned into the super-sensitive plate. It is a bit upsetting at public events to hear people comment to each other as we keep the cameras mobile:

"Why is he moving the camera back and forth like that?"

"Oh, it's probably his first job and he's nervous."

Lists Remote Firsts

Speaking of remotes, let it be said for the record that the ulcer-scarred, battle-worn, but still eager crew at WBKB did the first: wrestling, boxing, baseball, college and pro football, college and pro basketball, girls' night baseball, indoor polo, water polo, rodeo, live stock exposition, midget races, horse races, harness races, roller skate derby, national golf tournaments, ice hockey, table tennis, tennis, swimming . . . well, let's stop here and save paper.

Also, I am a little proud of one hectic afternoon that we cameramen like to brag about (but wouldn't want to repeat), and that is the infamous afternoon a year ago that we did a doubleheader at Cubs park, a feature race at Arlington park and harness races from Maywood park that night!

Television Forecast for

Thursday

January 27, 1949

WGN-TV Channel 9

2:00—TELEVISION MATINEE.
3:30—ILLINOIS STATE MEDICAL SOCIETY.
4:00—Test Pattern and Dinner Music.
5:00—SMALL FRY CLUB. DuMont-N.Y.
5:30—LUCKY PUP. CBS-TV-N.Y.
5:45—LITTLE BORDY.
6:15—FILM.
6:30—CHICAGOLAND NEWSREEL.
6:55—LATE NEWS HEADLINES.
7:00—INDIVIDUALLY YOURS with Celeste Carlyle.
7:30—FILM.
8:00—INTERNATIONAL VARIETIES with Ted Steele's orchestra. DuMont—N.Y.
8:30—WRESTLING from Madison AC with Jack Brickhouse describing.
10:45—CHICAGOLAND NEWSREEL.

WBKB Channel 4

11:00—MULTISCOPE PROGRAM.
5:00—Test Pattern.
5:24—TICKER TAPE NEWS.
5:30—FUNNY BUSINESS with Manny Opper and Adele Scott.
6:00—KUKLA, FRAN and OLLIE.
6:30—FILM MUSICAL.
6:45—YOUR CURBSTONE CUT-UP with Ernie Simon.
7:00—FILM.
7:15—ROVING CAMERAS.
7:30—JOE WILSON'S "HOT STOVE LEAGUE."
7:45—SHORT SUBJECTS.
8:00—TELENEWS with John Dunham.
8:15—FEATURE FILM. "Barefoot Boy" with Jack Moran and Marcia Mae Jones.
9:15—TREASURY BOND SHOW.
9:45—HEADLINE NEWS.

WENR-TV Channel 7

6:00—NEWS AND VIEWS from N.Y.
6:15—THE WREN'S NEST. A day in the life of a typical American family from N.Y.
6:30—FILM SHORTS.
7:00—AMERICAN MINSTRELS—1949 Pick and Pat. From N.Y.
8:00—SECOND GUESSER.
8:15—FILM SHORTS.
9:00—TO BE ANNOUNCED.
9:30—CLUB SEVEN with Johnny Thompson as Emcee. From N.Y.

WNBQ Channel 5

4:00—FILM.
4:15—THESE ARE MY CHILDREN.
4:30—HOWDY DOODY SHOW with Bob Smith from N.Y.
6:45—THE WEATHER MAN.
6:50—NEWS.
7:00—PHIL SILVERS SHOW from N.Y.
7:30—SWIFT SHOW featuring Lanny Ross and guests. From N.Y.
8:00—FEATURE FILM.
8:30—FLOOR SHOW starring Dunninger, Paul Winchell, Peg Marshall and the Holidays.
9:00—NBC NEWS ROOM.
9:15—NEWSREEL.
9:30—GRAND MARQUEE.

(Subject to Change)

Notes from Readers . . .

Readers are invited to write this magazine. Address: Editor, *Television Forecast*, 185 North Wabash, Chicago 1. Letters should contain name and address; name will be withheld on request.

Sirs:

I've stopped reading those phoney polls in the daily newspaper. How can anyone decide one program is more popular than the other by telephoning 100 TV set owners? It's just so much gobbledeegook.

Chicago, Ill. **ERNEST MADSEN**

Ed. Note: Reader Madsen may be right. We don't believe in any polls but our own, carefully made by phoning as many as 1500 subscribers, seldom less than 500.

Sirs:

Why must boxers who look alike always wear the same color trunks? . . . In N. Y. it is compulsory to wear black trunks in one corner, and white in the other. . . . Please see that something is done as it is driving me nuts!

Chicago, Ill. **ROBERT BOEHM**

Sirs:

My landlord refuses to allow any more TV antennae on the roof of his 36 apartment building. One is already up there. Why can't we (and other tenants with TV sets) attach our antenna lead-in wires to that antenna?

Chicago, Ill. **A. C. MARAZICK**

Ed. Note: A special antenna for such purposes is being designed. However, it is possible a good serviceman might be able to rig up such an arrangement with existing equipment.

Sirs:

. . . Of all the days in the week, why is Saturday the one with the poorest schedule?

Chicago, Ill. **STANLEY DOLBIN**

Sirs:

. . . I can do without television movies, at least 'til they learn how to light them properly.

Hammond, Ind. **D. R. BYRNE**

Want to join the Comic Capers Club? Tune in WBKB, channel 4, at 6:30 p.m., Friday, Jan. 28. Don and Vera Ward, who read some of the funnies to be seen in the Sunday Sun-Times, will tell you how to get your membership button.

TV Encourages Young Actors

Television is fulfilling a more predominant role in encouraging young actors and actresses to build their futures in Chicago and the mid-west than any other medium in the past decade, according to Fred Kilian, director of television programming for Station WENR-TV and mid-west TV network of the American Broadcasting company.

Saturday, January 29 you'll see Stand by for Crime; Sunday, January 30 the ABC Television Players. An average of forty roles must be filled monthly in these two productions alone. In addition, four actors and actresses are employed weekly in our new Second Guesser comedy quiz program.

Kilian, who produces the Television Players, regards the actors and actresses who participate in these programs as comprising what amounts to an informal stock company.

IT'S EASIER ON THE EYES

7" Screen.....$3.95
10" Screen..... 4.95
12" Screen..... 6.95
15" Screen..... 8.95
(ADD 2% IN ILLINOIS)
Sent Postpaid on Receipt of Check or Money Order

Send No Money!

NEW TELE-COLOR FILTER

- Relieves Eyestrain
- Increases Clarity
- Reduces Glare
- Easily Installed
- Use With or Without Magnifier
- Imparts a Clear Golden Color to Your Picture, Natural—Soft

We Mail It to You C.O.D. With a

MONEY BACK GUARANTEE
(if not satisfied return within five days)

TELE-COLOR CO.
1514 Hyde Park Boul., Chicago 15, Ill.
DRexel 3-6181

USE THIS CONVENIENT COUPON

Send me..... in. size Tele-Color Filter

Name .....

Address .....

City..... State.....

Television Forecast for

Friday

January 28, 1949

AN ADDED SERVICE—Tune in on our radio program on WCFL, 4:40 p.m. Mondays and Fridays for the latest program changes for the entire week.

WBKB Channel 4

11:00—MULTISCOPE PROGRAM.
5:00—Test Pattern.
5:24—TICKER TAPE NEWS.
5:30—FUNNY BUSINESS with Manny Opper and Adele Scott.
6:00—KUKLA, FRAN and OLLIE.
6:30—SUN-TIMES COMICS read by Don and Vera Ward.
6:45—YOUR CURBSTONE CUT-UP with Ernie Simon.
7:00—KIDDIE PARADE.
7:30—PIANO PALS with Georgia Kay and Gloria Yates.
7:45—SELECTED SHORTS.
7:50—TELENEWS with John Dunham.
8:00—TOUCHDOWN.
8:30—UNDER 21. Chicago's official teen-age show.
9:00—FEATURE FILM. "Son of the Navy" with Jean Parker and James Dunn.
10:00—HEADLINE NEWS.

WENR-TV Channel 7

6:00—NEWS AND VIEWS from N.Y.
6:15—To be announced.
6:30—FILM.
6:45—UNCLE MISTLETOE.
7:00—VAUDEO VARIETIES with Eddie Hubbard.
8:00—BREAK THE BANK with Bert Parks as emcee. From N.Y.
8:30—JOE HASEL SPORTS.
8:45—EARL WRIGHTSEN REVIEW.

WNBQ Channel 5

4:00—FILM.
4:15—THESE ARE MY CHILDREN.
4:30—HOWDY DOODY SHOW from N.Y.
6:45—THE WEATHER MAN.
6:50—NEWS.
7:00—THE BROADWAY REVUE starring Sid Caesar, featuring Mary McCarty, Imogene Coco and Gower and Champion. From N.Y.
8:00—FILM FEATURE.
8:30—YOUR SHOW TIME.
9:00—BOXING, Madison Square Garden.
10:00—CHESTERFIELD SUPPER CLUB. Perry Como, Fontain Sisters and Mitchell Ayres and his orch.

WGN-TV Channel 9

2:00—TELEVISION MATINEE.
4:00—Test Pattern and Dinner Music.
5:00—SMALL FRY CLUB. Bob Emery with a show for children. DuMont-TV.
5:30—LUCKY PUP. CBS-TV—N.Y.
5:45—LITTLE BORDY.
6:15—FILM.
6:30—CHICAGOLAND NEWSREEL.
6:55—LATE NEWS HEADLINES.
7:00—BROADWAY REVUE. Video's first Broadway musical revue.
8:00—CLOSE-UPS OF THE NEWS.
8:05—MAN ABOUT TOWN. Nate Gross.
8:30—FILM.
8:45—SPORTSMEN'S CORNER.
9:00—BOXING from Madison AC.
10:30—CHICAGOLAND NEWSREEL.

(Subject to Change)

Geo. Bauer Wins Feminine Viewers

George J. Bauer, 6′ 3″, is Chicago's "Gorgeous George" of television. Not to be confused with that wrestling character from the West Coast, Bauer is the newest WGN-TV staff announcer.

George's early youth was spent in St. Louis and its environs, including high school in Webster Groves, Mo. His prep days were followed by a journalism course at the University of Missouri, and George in turn was followed by most of the campus cuties! While working on his degree, he spent much of his free time at KFRU, the local station.

GEORGE J. BAUER

George professionally entered radio in 1042 as an announcer at WMBD, Peoria—the training ground, incidentally, for WGN-TV's Jack Brickhouse. George and Jack also have a mutual indulgence—sleep! Both have attributed a few cases of absenteeism from the microphone to that old demon Morpheus.

Following his Peoria performances, George picked up his six-plus frame and moved to Chicago in May, 1945, to begin announcing duties at WGN. And there he's been ever since. He started his TV work this summer as relief announcer, and has now been assigned to regular video staff duty.

BOB SMITH and his NBC puppet friend, Howdy Doody, are now a WNBQ feature for children. Beginning Jan. 24, Howdy will be seen Monday thru Friday at 4:30 p.m.

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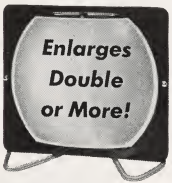

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Television Forecast for

Saturday

January 29, 1949

WENR-TV Channel 7

6:00—NEWS AND VIEWS from N.Y.
6:15—THE WREN'S NEST. A typical American family faces daily problems. Starring Virginia Sale and Sam Wren.
6:30—WESTERN FILM.
7:30—DRAW A LAUGH, cartoonist audience participation show fr. N.Y.
8:00—STUMP THE AUTHORS.
8:30—STAND BY FOR CRIME.
9:00—INDOOR POLO MATCHES.

WNBQ Channel 5

Note: WNBQ will not televise this date, but will return to the air on Sunday.

WGN-TV Channel 9

2:00—TELEVISION MATINEE.
4:00—Test Pattern and Dinner Music.
5:30—LUCKY PUP REVIEW. CBS-TV-N.Y.
6:00—FILM.
6:30—QUINCY HOWE news. CBS-TV-N.Y.
6:45—FILM.
7:00—BANDSTAND. Musical variety program. CBS-TV-N.Y.
7:30—WESTERN FEATURE FILM.

WBKB Channel 4

11:00—MULTISCOPE PROGRAM.
7:15—Test Pattern.
8:00—WESTERN FILM—"Man From Texas" with Tex Ritter.
9:00—SHORT SUBJECTS.
9:30—HEADLINE NEWS.

(Subject to Change)

Name Kersta to TBA Board

Noran E. Kersta, executive assistant to Sidney N. Strotz, NBC administrative vice president in charge of Television, was elected recently to the board of the Television Broadcasters Association.

Kersta also was named as a member of the TBA's newly established Code Committee.

Television Forecast for

Sunday

January 30, 1949

WNBQ Channel 5

5:00—HOP-A-LONG CASSIDY film.
6:20—NBC NEWSREEL.
6::30—STORY OF THE WEEK with Richard Harkness, commentator.
6:45—PARIS CAVALCADE OF FASHIONS, Faye Emerson, commentator.
7:00—FEATURE FILM.
8:00—TELEVISION PLAYHOUSE.
9:00—REVIEW OF THE NEWS.

WGN-TV Channel 9

5:00—CHICAGO TRIBUNE COMICS. Walt Newton reads the funnies.
5:30—REEL ADVENTURES with Holland Engel as emcee.
6:00—ORIGINAL AMATEUR HOUR with Ted Mack. DuMont-N.Y.
7:00—CHICAGOLAND NEWSREEL REVIEW.
7:30—TRAVEL FILM.
8:00—TOAST OF THE TOWN with Ed Sullivan and guests. CBS-TV-N.Y.
9:00—STARS OF TOMORROW.
9:30—CHICAGOLAND TELEVISION MYSTERY THEATER.

WBKB Channel 4

11:00—MULTISCOPE PROGRAM.
6:15—Test Pattern.
6:30—FILM FEATURETTE—"Miss Polly" with Zazu Pitts, Slim Summerville and Brenda Forbes.
7:30—SELECTED SHORTS.
8:15—NOW I'LL TELL ONE.
8:25—HOCKEY—Chicago Stadium—Blackhawks vs. Toronto Maple Leafs.
10:45—HEADLINE NEWS.
11:00—STAR TIME.

WENR-TV Channel 7

4:00—SUPER CIRCUS.
5:00—CARTOON TELETALES from N.Y.
5:30—THE SINGING LADY from N.Y.
6:00—FILM.
6:30—To be announced.
6:45—To be announced.
7:00—HOLLYWOOD SCREEN TEST from N.Y.
7:30—ACTORS STUDIO from N.Y.
8:00—ABC TELEVISION PLAYERS, drama.
8:30—MUSIC IN VELVET.

(Subject to Change)

T. V. SERVICE DIRECTORY

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Expert Radio & Television Service
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SAcramento 2-7818

SOUTHEAST
Chelten Television Co.
2903 East 79th St.
ESsex 5-3450

EVANSTON
Becker's
801 Dempster St.
UNiversity 4-1640

Predict $2 Billion Video Industry

William S. Hedges, vice president of NBC's planning and development, this week predicted that within the next five years television "may well prove to be a two billion dollar industry." He said he based that total on an annual set production of 4,000,000 at an average retail price of $350 per set for a total of $1,400,000,000, plus $600,000,000 for the sale of time and talent.

Hedges also said, "The five years between 1949 and 1954, including time, talent, set manufacturing and investment in transmitters will total between eight and ten billion dollars and television alone will be responsible for the employment of more than 1,000,000 people."

"However," he added, "that may be the smaller part of television's contribution to the economy of the nation, for its very existence will stimulate the movement of billions of dollars worth of merchandise or services.

. . . The most accurate guide to Chicagoland Television programs. Changes too late for publication are given each Monday and Friday at 4:40 P.M. on RADIO Station WCFL 1000 on your radio dial.

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The Latest News, Weather and Time

Sun-Times News Round-Up

Wednesday, 7:00 p.m.
News Editor Ulmer Turner and a Midweek Summary

Hockey

Wednesday and Sunday, 8:25 p.m.
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the League Lead

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★ Channel 4

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